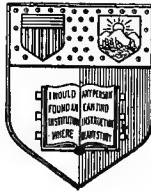


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# **Cornell University Semi-Centennial Celebration**

## **REPORT AND RECOMMENDATIONS**

By **ANDREW J. WHINERY**, Publicity Manager.

It has been suggested that a report of the publicity work connected with the Semi-Centennial Celebration should be prepared and placed on file. Being discharged from the United States Army on March 31st, 1919, I arrived in Ithaca on April 4th to undertake the work as Publicity Manager. Previous to this date, a circular letter had been mailed from the Associate Alumni Committee, of which Mr. E. N. Sanderson was Chairman. The subsequent bulletins were also prepared and mailed by this committee from New York City. All of the other publicity work was handled from the office in Ithaca. A tabulation of the various items of work done is appended hereto. The duties were varied and touched on all phases of publicity work. Many other advertising methods were planned but the time was too short to make them all effective. The chairmen for the Local, State, and City campaigns, selected by Mr. E. N. Sanderson, were industrious and most effective in persuading Cornellians to return for the Celebration. Through them, we were able to also secure the correction of a large number of erroneous addresses and to obtain much data concerning the participation in the Great War, of our alumni.

The registration of alumni attending the Celebration was held in the Old Armory. Unfortunately, the registration was not complete, due to the fact that many failed to sign registration cards. The total number of alumni registered was 4,241. In addition, guests numbering 1,020 were registered, making a total registration of 5,261 people. A tabulated list of the registration by classes is appended hereto. If we add the probable number who failed to register to those who filled out the cards, the total attendance would approximate 6,000.

The Semi-Centennial Celebration appeared to develop a new and greater Cornell spirit. Many men who had never returned since their graduation came back for this occasion. One man who left Cornell in 1870, had not returned in 50 years; he left Ithaca with the statement that he would certainly come back within a short time. A very large number of non-fraternity men were present and

this was a gratifying change from former reunions. A new, keen and helpful interest was manifest in all the alumni. They seemed much interested in the welfare of the University. The college conferences, despite the fear that they would not be successful, were well attended and the alumni manifested a most helpful attitude toward the work of the respective colleges. Contrary to the usual experience, the reunions were closely confined to the campus. This was a beneficial change, because the alumni were brought into closer touch with the University. A true and greater Cornell spirit was instilled into the men who were present, and they will, it is believed, revisit Cornell more frequently in the future. The Celebration seemed to all to be the beginning of a new and more intimate relationship between the University and its alumni. In order to develop and foster this attitude, certain action seems necessary on the part of the University. The interest or lack of interest of the alumni may quite assuredly be attributed to the attitude of the University toward its returning former students. If the interest is to be enlivened and perpetuated, Cornell must evidence a desire to foster and engender it in her alumni. They should be encouraged to return to Ithaca as often as possible because in no other way can they be so impressed with the magnitude, the growth, the needs and the unequalled beauty of Cornell. The Semi-Centennial Celebration was enjoyed by everyone. It offered an opportunity for a man to meet not only members of his own class but also those from the adjoining classes. It developed a "family" atmosphere that has never been noticed at other reunions. Having been in Ithaca preparing for the Celebration and having been in correspondence with a large number of alumni, both before and after the event, the Publicity Manager takes this opportunity to offer certain recommendations. It is believed that these suggestions, if adopted, might be the means of developing, fostering and maintaining a true and more intimate Cornell spirit among the alumni, which in the end would assist the University materially in its work and needs.

## 1.

**A GENERAL REUNION OF ALL CLASSES SHOULD BE HELD AT FREQUENT INTERVALS.**

A considerable number of alumni have stated to the Publicity Manager that they hoped the University would again hold a general

reunion within a few years. There can be no doubt but that the presence of men from all classes at the Celebration was an inspiration to all. It did much to develop the feeling that Cornell men were members of one great, well-organized family. The small individual class organizations became merged in the greater and better reunion. And yet the various classes were each able to hold such separate class meetings as seemed to them desirable. The huge University gatherings, such as the dinners in the New Drill Hall and the assemblies in the New Stadium, were most inspiring. It is urged that general reunions should be held at frequent intervals and that the University should, on these occasions, make great organized efforts to secure the return of as many alumni as possible. Since the regular class reunions are held every five years, it would be unfair to hold general reunions at the same intervals because that would give certain classes discriminatory advantages over the others. It would seem desirable to hold these proposed general reunions of all classes at four or six-year intervals.

## 2.

THE WORK OF THE PUBLICITY MANAGER REVEALED A VERY URGENT NEED OF A NEW OFFICER IN ITHACA WHOSE DUTY IT WOULD BE TO FOSTER, DEVELOP AND MAINTAIN A CLOSER RELATIONSHIP BETWEEN THE UNIVERSITY AND ITS ALUMNI.

There are a number of urgent reasons for the establishment of such an office in the University and they are particularly set out in the succeeding paragraphs. If such an office were created, a man conversant with Cornellians and with Cornell institutions should be chosen to fill it. He should be a man of great tact, considerable ability and imbued with the true and loyal Cornell spirit. He should be energetic and not averse to doing work which might sometimes seem unnecessary to him. If this alumni work is worth doing at all, it is worth doing as well as possible because it may mean much to Cornell, if properly handled. A sufficiently high salary should be established for the office to secure the services of a man well equipped in every way for the work. The name of the office is unimportant, whether it be called Alumni Secretary, Alumni Registrar or any other title indicative of the character of the position. The reasons which make the creation of this new office desirable are as follows:

## I.

THIS ALUMNI OFFICER SHOULD BE CHARGED WITH THE MAINTENANCE OF AN ACCURATE ADDRESS LIST OF ALL CORNELLIANS.

At the present time, this is one of the many duties of the University Secretary. Because of the stress of other work, he has been unable to give this alumni list the personal attention which it deserves. The work was delegated to an assistant who has made every effort to keep up the list and who deserves much credit for her efforts. But, to properly maintain this file, it is necessary that some one familiar with Cornell names and Cornell activities give it considerable attention. Such a person might easily secure the address of a "lost" Cornellian because of his knowledge of the man's connections while in college. The Semi-Centennial Celebration publicity campaign disclosed a surprisingly large number of incorrect addresses in the University files. Many more than a thousand letters were returned to the Secretary's office because of bad addresses. When the localized campaigns were started in States and cities, the chairmen returned cards of which more than a half showed corrected addresses or incorrect addresses. A very considerable sum of money was expended ineffectively for postage because of these bad addresses. This will continue to be the case unless the list be corrected and so maintained. The University will lose money on the mailing of every publication until this condition is remedied. If a publication is worth sending to an alumnus, it is certainly worth while to see that he receives it. It is an enormous proposition to maintain a correct address list for the 30,000 Cornellians, more or less, and it demands personal attention by an alumnus who is reasonably familiar with Cornell men and institutions.

The Alumni officer should be charged with the maintenance of a correct list of all Cornellians. If we were able to have such a list, we would not only avoid the expenditure of a large sum of money on ineffective postage, but we would also escape the embarrassment of sending the various publications and letters to Cornell alumni long since deceased. In order to properly maintain a correct list, this officer should be authorized to mail at least one first-class letter to every Cornellian each year, with a return card on the envelope. In this way a fairly accurate check might be made on the addresses and, when found incorrect, they should be immedi-

ately followed up. It would be possible to educate the alumni to advise the Alumni Officer of every change in address and to notify him if no communication be received from Cornell for a period of a year or more. In this address work very effective use might be made of directories, such as the Medical Directory of the United States, the State Bar directories, membership lists of the numerous technical societies, etc. Fraternity lists would also be helpful. The Cornell Alumni News and the Cornellian Council might also be useful agencies in this work.

## II.

THIS ALUMNI OFFICER SHOULD BE CHARGED WITH SECURING BIOGRAPHICAL INFORMATION RELATIVE TO CORNELLIANs.

At the present time, there is no definite effort made to obtain and record biographical information relative to Cornellians. On the reverse side of the address cards in the general file in the office of the University Secretary, there are sometimes found notations of the undergraduate activities of the men. While it is important to record the man's record as an undergraduate, it seems much more desirable to maintain an accurate account of his activities after he leaves Cornell. It might very conceivably be a matter of great value to Cornell to know with what organization a former student has worked, what positions he has held and what success he has made in his particular business or profession. It would be desirable to have a record on file showing that a man had been elected to public office or had held positions of public responsibility. Such information might be of value in many ways. It would enable Cornell to tell a former student of the activities of any of his particular friends who were in college with him, and he would thereby feel that the University was maintaining an efficient set of records. If the University ever makes an attempt to assist its alumni in securing not only their first positions after leaving college but also in obtaining better positions as they arise from time to time, such a biographical record would be of inestimable assistance in the determination of the right man for the right job, because a record of the man's business or professional experience would be available. There might be an occasion when a short biographical account of a Cornellian would be needed on short notice and it would be quite appropriate that such a record could be obtained from the institution where the man received his education. At

the time of the death of a Cornell man, an obituary might be prepared without delay and without annoyance to his relatives. In passing, it would be a very decent thing for the University, through such an Alumni Officer, to express the University's condolences to the family of a deceased Cornellian. This biographical record would also be of great value in the preparation of a Ten-Year Book or other Cornell directory.

### III.

#### THIS ALUMNI OFFICER SHOULD BE CHARGED WITH MAINTAINING PROPER AND CORRECT CLASS AND GEOGRAPHICAL LISTS.

At the present time the maintaining of class address lists is left entirely to the respective class secretaries. They are usually busy men who cannot give the matter the attention which is necessary to keep such a list up to date and correct. The result is that very few of the Class secretaries have address lists which are of any use. The effectiveness of their work is diminished because of this fact. This Alumni Officer would be the logical man to keep such lists up to date. He would be able to make corrections more readily than the class secretary. His office would be a sort of clearing house for new addresses. When an address on the University list is changed, it would be a relatively simple matter for him to have it also changed on a class and geographical list. Certainly a class list would be more easily kept correct by some one in Ithaca than by a class secretary who, in the very nature of things, cannot give the matter constant attention. Every class should have a separate file in the office of this Alumni Officer, containing a card for every member of the class who matriculated with it. If a man has died, it should so state on his card. With such a list it would be a comparatively easy matter to furnish a class list on short notice. As the records now stand, there is no separate list of the members of each class showing their present addresses.

While we have a few Cornell Alumni Clubs that are active and effective in fostering and maintaining a real Cornell spirit, most of our existing clubs are more or less dormant. This condition might be altered if we had some one in Ithaca who would try to keep all of the clubs stirred up to the proper activity. This Alumni Officer should maintain a local address list for all the cities and communities wherein a considerable number of Cornell men reside. There are numerous occasions when such a list would be desirable.



Whenever a local club organized a membership campaign, it would be possible to obtain a correct list of all Cornellians residing in that vicinity. If a Cornell man removes from one city to another, it would be well if the local club in his new domicile were so informed. In this way a club might render very effective service in making a Cornellian feel at home in a strange city and might assist him very much in getting settled in his new surroundings.

In the campaigns to be carried on by the Cornellian Council and by the Semi-Centennial Endowment Committee, it would be very important that correct address lists for the district in question be furnished. If the Endowment Committee requires a man in a particular community to assist them, this local list would quickly furnish the names of all available Cornellians in that district and the most satisfactory man for the work might be chosen. Many other occasions will certainly arise when it will be desirable to have a correct address list of Cornellians in a particular district.

This Alumni Officer would again be the logical man to maintain such a list and it would be a comparatively simple matter for him to make corrections on this local list whenever they were made on the general University file.

#### IV.

##### THIS ALUMNI OFFICER SHOULD BE SECRETARY OF THE ASSOCIATION OF CLASS SECRETARIES.

At the present time the secretary of the Association of Class Secretaries is elected from among the secretaries. This results in the election of a man who can only give an infinitesimal part of his time to the work and who has no facilities for the better handling of secretarial work. The office of Secretary of the Association of Class Secretaries should be permanent. There should be a central office in Ithaca where all class secretarial matter might be filed. Whenever a Class Secretary sends out literature of any sort fifty copies thereof should be filed with the Secretary of the Association. Then, when another secretary desires to circularize his class for any particular occasion, such as a ten-year reunion, it will be possible for him to obtain samples of what other secretaries have done upon similar occasions. In this way the office of Secretary of the Association of Class Secretaries might be made really useful and the Association itself acquire some better function than merely that of holding meetings now and then. Having a central

officer to direct matters would enable the Association to become a really helpful organization for Cornell University. He could suggest to secretaries of classes, having regular reunions, various stunts and activities which might help give Cornellians a happy visit when they return to Ithaca. He could assist the secretaries in making preliminary plans for their reunions and could make such reservations for them as might seem necessary or desirable. He could be of inestimable value in making the reunion period a success of the sort that would benefit the University greatly, because, from his position, he could in a very large measure, direct the activities of the alumni who come back each year. If this Alumni Officer maintains a complete list of addresses for each class, every member thereof will receive due notice of the reunion or other special occasion. He might also assist any Class Secretary who becomes financially embarrassed in his class finances, in that he would be able to advise them of the plans by which other class secretaries manage the financial situation in their classes. To properly do this, he should obtain from each secretary a statement of the financial plan of his class, from which reports this Alumni Officer would obtain many ideas as to class finance.

It is important that each Class Secretary send out at least one class letter per year to every member of his class. This Alumni Officer could undertake to see that each secretary sent out such a letter or communication. It would be well for every class secretary to arrange for a gathering every June of those who happen to be in Ithaca when they do not hold a regular reunion. The Alumni Officer might be of great assistance in making such arrangements.

## V.

### THIS ALUMNI OFFICER SHOULD BE SECRETARY OF THE ASSOCIATE ALUMNI OF CORNELL UNIVERSITY.

The secretary of the Associate Alumni now happens to be resident in Ithaca but under ordinary circumstances this would not be the case. It would be eminently desirable if there could be a permanent secretary whose headquarters would be in Ithaca. In addition to his other duties, the proposed Alumni Officer could easily act as secretary of this organization. In this way he could be kept in touch with all local Cornell Clubs and would be able to render considerable assistance to them in their work. Whenever they planned a meeting and so desired, he could assist them in getting

a University speaker and in furnishing films for moving pictures. If any club seemed inactive he should urge them to resume activities, rendering such help as might be required. There are many cities and communities in which there is no Cornell Club, despite the fact that a large number of Cornellians reside therein. This Alumni Officer should attempt to organize and develop good clubs in such districts. Whenever any club plans for a meeting or gathering, he could assist in the advertisement of such parties and he might also suggest methods by which the most successful Cornell assemblies are held. In this way the clubs would be able to profit by the experiences of the other clubs.

It would be desirable to have a central filing office for all literature sent out by Cornell clubs. Publicity methods might thereby be suggested to the other clubs when they desired such information, samples of Cornell literature being sent to them. This Alumni Officer could maintain a central filing system for such literature in his office.

When a Cornell man moves from one city to another, this Alumni Officer could so notify the secretary of the club in the city to which he has removed. Thus the clubs would soon be advised of the arrival in their district of new Cornell men and they could be of considerable assistance in helping them get settled. It would be a decent thing for such clubs to offer the privileges of the club to such a new arrival for a limited period. This plan would undoubtedly help Cornell clubs to obtain new members and it would leave a very favorable impression on the alumnus of the ability of the University to look after its alumni.

This Alumni Officer could also be of great assistance to the local technical clubs which are now being organized among Cornell men in various sections of the United States. Some of these clubs maintain effective employment bureaus and the co-operation of the officer in Ithaca might help them considerably in bringing the job and the man together.

It would also be desirable for this Alumni Officer to travel over the country considerably, attending meetings of Cornell clubs and meeting Cornell men. He would soon be regarded as the connecting link between the alumni and the University and might be the means of settling many little, petty, but unfortunate misunderstandings between them.

## VI.

THIS ALUMNI OFFICER SHOULD UNDERTAKE THE ENTERTAINMENT OF ALUMNI WHO RETURN TO ITHACA DURING THE YEAR.

There are many Cornell alumni who believe that their presence in Ithaca has not been desired. Consequently, relatively few men return to visit Cornell University. This is regrettable and it seems advisable to encourage Cornellians to come back as often as possible. Unfortunately, there are no Alumni Headquarters at Cornell and men who return have no place to lodge unless they happen to be affiliated with one of the many fraternities. It is hoped that an Alumni Hall may some day be erected in which alumni who are not fraternity men may secure accommodations and in which they may find an adequate welcome. Until such a building is provided, it would encourage visits by alumni if we could advertise an alumni headquarters in Ithaca where any alumnus can obtain a hearty welcome and secure information concerning the University. The office of this Alumni Officer might well be made such an headquarters. During the Semi-Centennial Celebration, it was learned that a large number of Cornellians had returned for the first time since they graduated. The University had changed greatly since they last saw it and much was new to them. They were lost in the new surroundings and seemed very appreciative of any attention and information which the Publicity Manager was able to give them. It would greatly encourage alumni to come back to Ithaca if they knew that they might find some one there who could show them around the new Cornell. The Alumni Officer could very easily maintain a list of student volunteers, available as guides and assistants in this work. He could inform any alumnus of his college friends, because the alumni biographical file would be in his office. If any alumnus desired to remain in Ithaca a few days, the Alumni Officer could advise him where suitable rooming and eating facilities might be obtained.

## VII.

THIS ALUMNI OFFICER SHOULD ASSIST ALUMNI RETURNING TO ITHACA TO OBTAIN SUITABLE ACCOMMODATIONS.

It has often been noticed that a large majority of the men, who return to Ithaca for reunions or other occasions, are members of fraternities having chapters at Cornell. This is not due to any

greater loyalty on the part of the fraternity men, but is rather attributable to the fact that they are certain to find accommodations when they arrive. It has often been said by non-fraternity men that a visit to Ithaca is unattractive to them because they have no connections of any sort and because the only available accommodations are in the hotels, which were usually crowded and high-priced. The Alumni Officer might maintain a list of available rooms "on the Hill", where alumni could find accommodations. He could then direct returning alumni to such rooms and advise them as to the best places at which to obtain their meals, such as the University Cafeterias. Such facilities would, I believe, greatly encourage non-fraternity men to come back to Cornell more frequently.

If possible, all alumni returning to Ithaca during the year should register with the Alumni Officer. He could then tabulate a fairly accurate list of the Cornellians who returned during any particular year, which tabulation, for some purposes, might be very valuable information. Under this registration scheme, he could also see that letters and telegrams to alumni in Ithaca were properly and promptly delivered.

## VIII.

THIS ALUMNI OFFICER SHOULD BE OF GREAT ASSISTANCE IN THE MANAGEMENT OF A CORNELL EMPLOYMENT BUREAU.

Every year Cornell graduates many men and women who are anxiously looking for suitable positions. Many Cornell employers would be glad to learn of these men and women and, if properly encouraged, would undoubtedly notify the University each year of their needs. There should be some central authority in Ithaca to whom such applications might be sent. This Alumni Officer could satisfactorily maintain such a department in his office and he could be of great assistance both to the alumni employers and to the graduating students in this work. Of course it would be necessary for him to confer with the Deans of the various colleges in order to secure the proper man for each position. It is well known among Cornell alumni that a bureau had been established in Ithaca for the purpose of bringing Cornell men in touch with positions, it is believed that they would frequently avail themselves of its use.

Through this bureau it would also be possible to bring Cornell alumni in touch with better positions than they have. Thus if an

alumnus or other employer desired a man of certain qualities and experience for a very desirable position, he could call on this bureau for suggestions and the Alumni Officer, acting with the College Deans, could make recommendations which might bring Cornell men into very desirable, honorable and lucrative positions.

## IX.

THIS ALUMNI OFFICER SHOULD BE CHARGED WITH ANSWERING ALL GENERAL CORRESPONDENCE WITH ALUMNI.

Very often the business efficiency of an organization is determined by the promptness with which its correspondence is handled. In most cases it may be presumed that if a man takes the trouble to write a letter he will be pleased to have it answered or acknowledged at once. Unless a letter calls for particular information which must be furnished by some University official or professor, it could be turned over to this Alumni Officer. In this way many of the men now connected with the University might be relieved of much correspondence and could devote their time to regular University pursuits. The Alumni Officer should encourage alumni to write to him whenever they have any questions they desire answered. He might often explain little matters which sometimes tend to antagonize some of our alumni. If an alumnus wanted information relative to any Cornell matter he could obtain it by writing to the Alumni Officer. All inquiries should be courteously answered and all communications acknowledged. This should particularly be done whenever the writer evidences by his letter an affectionate attitude toward Cornell. If any alumnus takes the trouble to express his sentiment toward Cornell, he will be much pleased to receive a prompt and gratified acknowledgment of such an expression.

## X.

THIS ALUMNI OFFICER WOULD BE OF INESTIMABLE ASSISTANCE IN THE MANAGEMENT OF CLASS REUNIONS EVERY JUNE.

Considerable preparations are necessary for a successful reunion in Ithaca. Many of the Class Secretaries are not resident there and consequently are handicapped in making arrangements for their reunions. It would help them greatly if there were some one on the campus whose assistance might be relied upon in making such arrangements and preparations. Class literature must be mailed to

each member at his correct address. During the Semi-Centennial Celebration publicity campaign, the Publicity Manager assisted several classes, not only in the preparation of correct address lists but also in the printing and mailing of the literature itself. By obtaining student help, this Alumni Officer could very readily address and mail these class letters and circulars from Ithaca. If this be done, a true expense account should be kept and the cost of the work be charged against the class for which it was done. This method of sending out class literature would encourage many of the secretaries to prepare letters more frequently and would also ensure the receipt of the literature by every member of the class. This Alumni Officer could also assist the secretaries in getting rooming accommodations for the members of their classes and he could also endeavor to obtain a Class Headquarters whenever they were desired by a class. He might assist in the preliminary arrangements for the various class functions and dinners. He could devise a general plan for the reunion so that there would be as few conflicts on the schedule as possible.

He should also encourage every class secretary to send out a letter each Spring, even though his particular class does not hold a regular reunion that year. This letter should urge members of the class to come back that June, if possible. This is suggested because it seems desirable that we encourage our alumni to return to Ithaca as frequently as possible. If a sufficiently large number of any class return in a year when a regular reunion is not scheduled, it would be well for the Class Secretary, possibly through the Alumni Officer, to arrange for a get-together party of those men. This Alumni Officer could also make plans for the entertainment of other men who return when their respective classes hold no regular reunions.

It was noticeable at the Semi-Centennial Celebration that there were a larger percentage of non-fraternity men present than usual. It is believed that one reason for this fact was the establishment of a rooming agency through which alumni might obtain suitable accommodations for their stay in Ithaca. It would not be very difficult for the Alumni Officer to establish and maintain such an agency each year. In this way we might encourage many men to return for the reunions who would not otherwise come. A list of available rooms might be obtained and as applications for accommodations are made, the applicant and the landlady or house owner might be placed in communication with each other. If we are to

secure the return of a large number of non-fraternity men for Cornell reunions, it will be necessary to make some effort to assist them in obtaining accommodations when they reach Ithaca.

The general plan for a reunion could be made by this Alumni Officer. A schedule could be prepared by him, thereby avoiding conflicts which are certain to occur unless some definite plan be adopted. If a general University dinner be desired, he could so advertise it that no other events would interfere with it. By proper management, the class reunions might be kept on the campus. It was very evident this year that reunions so held are decidedly more successful from the University's standpoint and every effort should be made to keep the alumni "on the Hill" hereafter. To successfully accomplish this, sufficient entertainment must be provided to keep everyone busy during their entire visit in Ithaca. A program containing the necessary amount of active and varied entertainment for all could be well arranged if there were some central authority in Ithaca to whom the responsibility for such a schedule could be given.

The whole character of the reunions might easily be controlled by such an arrangement. Instead of holding a reunion downtown, as so many classes have done in the past, their activities might be concentrated on the campus. The old-time reunion was of no possible benefit to the University. A well-managed reunion period might be made highly profitable both to the University and to the alumni who attend it. It seems very important that some officer or authority be established who could mould these reunions in such a way that the alumni would have a wholesome and highly enjoyable visit and that the University might profit by their return.

## XI.

THIS ALUMNI OFFICER SHOULD BE THE EDITOR OR CO-EDITOR OF THE TEN-YEAR BOOK.

A Ten-Year Book containing the correct addresses of all Cornellians is a most desirable publication. The last one was published in 1908. Such a publication fills a very decided need and it might not be inadvisable to publish it at more frequent intervals, as for instance, every five years. The University Secretary is in charge of all University publications and will therefore have charge of the compilation and publication of the next edition. If this proposed Alumni Officer be appointed, he would be the logical co-editor



with the Secretary of the University, because he would have all the correct addresses and biographical data on file in his office. If these records were properly kept up to date, it would very materially diminish the work in publishing a Ten-Year Book.

## XII.

THIS ALUMNI OFFICER SHOULD ACT, WITH THE SECRETARY OF THE UNIVERSITY, AS A PUBLICITY BUREAU FOR CORNELL.

It is a notorious fact that Cornell obtains less publicity than any other large Eastern University. Often important items of news concerning Cornell are either not reported or are given slight insignificant notice. It is believed that this situation might be remedied, if we established a Publicity Bureau at Cornell. Many decry the wisdom of publicity for a University but the lack of it at Cornell has often been noticed by Cornell alumni, who feel that their Alma Mater should receive as much comment as any of the other Eastern colleges. It is true that Cornell has grown so rapidly that it is not necessary to advertise to obtain more students. But the publicity campaign will serve other purposes. It would keep the University fresh in the minds of its alumni and would be evidence to them and to the country that Cornell is an up-to-date and energetic institution. It might very conceivably be the means of interesting influential men who are not Cornellians themselves. Some of our best friends, such as Mr. George Boldt and Mr. Schwab, have not been Cornellians. It is worth while to interest men of the right type in Cornell.

## COMMENTS.

This Alumni Officer, if established by the Board of Trustees, would soon be invaluable to the University. The effect of his work would be evident in many ways, some of which might seem very remote from his actual duties. The alumni would become actively interested in Cornell and would be more anxious to be of service to the various colleges of the University. Cornellians would return to Ithaca more frequently and in ever increasing numbers. They would take greater pride in their relationship to Cornell. They would be impressed with the interest the University takes in them. They might influence prominent men in the University. Our own alumni would become more inclined to support Cornell if they

were kept more closely in touch with the Alma Mater and made to feel that they were continuously a part of the University family. The collections by the Cornellian Council should respond to the work of this Alumni Officer. Too many of our alumni forget Cornell after they graduate. It is worth while to foster and maintain their affection after they enter the commercial and professional life of the nation. A revived and encouraged love for Cornell in the hearts of its alumni will not only result in a sentimental affection, but it will also lead to gifts and bequests that will be of material assistance to Cornell University in the years to come.

It is therefore recommended by the Publicity Manager, from the experience of his work in the campaign for the Semi-Centennial Celebration, that

1. General Cornell reunions of all classes be held regularly at either four or six year intervals; and

2. That a new office at Cornell be created for the purpose of improving and fostering the relations between Cornell University and its alumni and former students.

Respectfully submitted,

ANDREW J. WHINERY,  
Publicity Manager for the Semi-Centennial Celebration  
of Cornell University, June 20-23, 1919.

## PARTIAL LIST OF ACTIVITIES

1. Prepared a class address list for 1875, 1885, 1899, 1902, 1905, 1909, 1911 and 1914.
2. Checked up the address lists of several other classes.
3. Prepared and mailed form letters to State and local chairmen asking for report of progress and giving instructions.
4. Prepared and mailed letters to class secretaries relative to publicity work in their respective classes.
5. Investigated lost addresses for class secretaries, fraternities, etc.
6. Prepared lists of members of several classes who expected to attend celebration for use in class letters.
7. Sent lists of same sort to State Chairmen for use in State Campaigns.
8. Attended to printing and mailing of class literature for classes of 1910, 1911, 1914, 1916 and 1894.
9. Interviewed editors of various Cornell publications and asked them to publish items relative to the Celebration, which was done.
10. Furnished news items for the Cornell *Daily Sun* and the *Alumni News*.
11. Prepared and sent to State and local chairmen cards containing names of all Cornellians in their particular district.
12. Selection of men to serve as State and city chairmen. Writing letters to each one appointed, giving directions for campaign, etc.
13. Addressing meeting of fraternity men and urging them to circularize their Alumni. Conferences with fraternity representatives concerning work.
14. Checked up address of Medical College in Ithaca and assisted in preparation of its letters to Alumni. Attended to printing of said letters.
15. Attended to printing of letters for Veterinary College concerning the conferences.
16. Filing returns by geographical location and also by classes.

17. Drafted letters to be used by clubs and societies to urge Alumni to return.
18. Prepared news articles for various publications.
19. Conferences with class secretaries relative to their returns and the method of work.
20. Addressing envelopes and wrappers for letters mailed by the committee of the Associate Alumni.
21. Preparation of advertisements published in the *Alumni News*.
22. Forwarding up-to-date information to various Cornell Smokers and dinners.
23. Assisted Professor Dann in mailing letters and cards to all former Glee Club members; attended to printing of this letter.
24. Preparation of address list for former athletes.
25. Assistance in correction of University address list.
26. Assistance in compilation of the war records of the University.
27. Prepared letter dodger and enclosed same in University publication known as "Report of the Associate Alumni".
28. Preparation of chain letter, having same printed, addressing envelopes, etc.
29. Rendered assistance to the Committee of Housing.
30. Answered numerous letters of one sort or another pertaining to the Celebration.
31. Addressing envelopes for and mailing of, Bulletin of Information.
32. Assisted in arrangement and management of Semi-Centennial Committee in Old Armory.
33. Prepared and posted lists showing registration.
34. Conferences with representatives of various colleges *re* publicity for conferences.

## REGISTRATION BY CLASSES.

|           |    |           |    |            |              |
|-----------|----|-----------|----|------------|--------------|
| 1869..... | 4  | 1887..... | 23 | 1905.....  | 119          |
| 1870..... | 0  | 1888..... | 41 | 1906.....  | 96           |
| 1871..... | 8  | 1889..... | 46 | 1907.....  | 113          |
| 1872..... | 24 | 1890..... | 50 | 1908.....  | 95           |
| 1873..... | 18 | 1891..... | 53 | 1909.....  | 145          |
| 1874..... | 26 | 1892..... | 65 | 1910.....  | 123          |
| 1875..... | 17 | 1893..... | 67 | 1911.....  | 135          |
| 1876..... | 8  | 1894..... | 98 | 1912.....  | 170          |
| 1877..... | 19 | 1895..... | 59 | 1913.....  | 165          |
| 1878..... | 15 | 1896..... | 46 | 1914.....  | 202          |
| 1879..... | 23 | 1897..... | 75 | 1915.....  | 203          |
| 1880..... | 16 | 1898..... | 64 | 1916.....  | 265          |
| 1881..... | 26 | 1899..... | 65 | 1917.....  | 278          |
| 1882..... | 18 | 1900..... | 75 | 1918.....  | 318          |
| 1883..... | 17 | 1901..... | 62 | 1919.....  | 373          |
| 1884..... | 31 | 1902..... | 76 |            | <u>4,241</u> |
| 1885..... | 16 | 1903..... | 85 | Guests.... | <u>1,020</u> |
| 1886..... | 26 | 1904..... | 89 | Total..... | <u>5,261</u> |





